

## **6. How will we know if we have succeeded?**

If the intention of engagement is to ensure that we have a better understanding of each other and thus, ensuring that the Council's decisions take what is important to the people of Gwynedd into consideration, we should be measuring:

- Whether or not the residents of Gwynedd and us understand each other better
- Have we established what matters for all Gwynedd residents
- Are our decisions being influenced by that feedback

The problem is that these matters are very difficult to measure, in particular the first two, and it is difficult to imagine how they can be measured in real terms.

Meanwhile, it is suggested that the success of the strategy should be measured by measuring the following:-

- How many Gwynedd residents are satisfied with how Gwynedd Council runs things;
- How many Gwynedd residents agree that it is possible for them to influence decisions in their local area;
- How many Gwynedd residents have participated in order to influence what happens in the county;
- How many engagement exercises have led to influencing the final plan;
- What are the feelings of elected members as a whole about the engagement arrangements at the end of the period.

From establishing the compound picture obtained from the five above mentioned measures, we should be able to measure whether or not our attempt to improve engagement is successful.